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APPLETON FOUNDATION LAUNCHES NATIONAL PROGRAM TO IMPROVE AIR QUALITY AND REDUCE GREENHOUSE GAS EMISSIONS

Vancouver, BC (June 9, 2006) - The Appleton Foundation today launched GreenApple, a new education and information program with a commitment up to \$1 million on public education and research programs to help Canadian cities enhance public health and reduce greenhouse gas emissions.

In addition to the commitment of up to \$1 million, GreenApple will produce a national report listing and ranking the air quality measures taken by up to 20 Canadian urban centres

Gas prices and harmful emissions continue to increase to alarming rates, hurting people in their pocket book as well as their lungs. In fact, young people have the highest rate of asthma of Canadian citizens, with the asthma rate in children under 14 increasing over 400% since 1978 (Canada Lung Association/Health Canada, Respiratory Disease in Canada, 2001).

The Canadian charity is working in partnership with successful initiatives in the United States, such as SmartTransportation.org. GreenApple, founded by the Appleton Charitable Foundation, is a program to assist Canadian cities enhance public health and reduce greenhouse gas emissions. SmartTransportation will join forces with GreenApple to work with small businesses and city governments to enhance public health and air quality through the advancement of hybrid vehicles and alternative fuels in both the private and public sector.

GreenApple and SmartTransportation.org are launching a partnership to increase the adoption of hybrid and alternative fuel vehicles as taxis and public transportation across Canada to dramatically reduce emissions, health risks and fuel costs. GreenApple recognizes the leadership SmartTransportation.org has taken to reform policies and put hybrid taxis on the streets in New York, San Francisco, Chicago and other US cities.

"We are excited to form a partnership with SmartTransportation.org to improve environmental health in Canada, while reaching a common global vision to reduce greenhouse emissions" says **Barry Appleton**, National Director of the GreenApple Program, international lawyer, leading expert on NAFTA and Chairman of the Appleton Charitable Foundation.

Joining Barry Appleton for the announcement is **Jack Hidary**, Chairman of SmartTransportation.org. "SmartTransportation.org is excited to extend our success north of the border and join GreenApple to lead initiatives for Canadian cities to set the standard as an international example of best practices in improving urban health and the environment through the transportation sector" says Jack D. Hidary, Chairman of SmartTransportation.org.

SmartTransportation.org is a not-for-profit US-based organization that has led successful campaigns in major cities to reform legislation and create incentives and awareness on the benefits of using hybrid and alternative fuel vehicles. SmartTransportation.org was recently recognized by the William Clinton Foundation for leading the reform in New York to convert over 12,000 cabs to hybrid vehicles and leads initiatives throughout the United States in sustainable transportation.

Today's announcement was made in conjunction with the Summit of Young Global Leaders (YGL) conference currently on in Vancouver. Appleton Foundation founder and GreenApple National Director, Barry Appleton, is one 150 Young Global Leaders in Vancouver for the group's annual conference and think tank. The World Economic Forum-affiliated organization's members from diverse sectors meet each year to address critical social, economic and environmental issues. At the event, Appleton recognized the introduction of hybrid taxis in Vancouver and committed to expanding the efforts across Canadian cities.

Appleton thanked SmartTransportation.org for its support, saying "Canada and the United States share the world's largest undefended border. Air pollution does not recognize any boundary – so we have a shared problem in enhancing air quality in the many Canadian cities located near the US border. Our partnership with SmartTransportation will help Canadians work with Americans together to enhance air quality and reduce greenhouse gases."

Todd Sigaty, Executive Director of SmartTransportation.org, added that "Not only is the use of hybrid and alternative fuel vehicles smart for the environment and to reduce asthma, but it can put up to \$8,000 per year in the pockets of taxi drivers."

Also joining Appleton was **Diamond Shivji**, one of the first taxi drivers in Vancouver to switch to a hybrid taxi, who explained how making the switch was not only easy but had a dramatic impact on his business' bottom line. Since he bought his Toyota Prius in 2003, he's logged more than 300,000 kms and saved roughly \$36,000 in fuel.

Appleton applauded BC citizens and governments for their advanced approaches to sustainability and called for other Canadian urban centres to follow BC's example.

"Vancouver's hybrid taxi cab program and other initiatives are international examples of best practices in improving urban health and the environment," said Appleton. "Through programs like GreenApple, we hope to see steady progress towards healthy, vibrant communities, full of opportunity."

GreenApple is a part of the Appleton Charitable Foundation. This national Canadian Private Foundation was established in 1998 with the objective of enhancing human health, education and environmental sustainability. The Foundation is based in Toronto, Canada and information on the Appleton Charitable Foundation is located on its website at www.appletonfoundation.org.

SmartTransportation.org supports initiatives to improve the use and incentives of hybrid and alternative fuel vehicles and other transportation innovations which can be reviewed at www.smarttransportation.org.

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